

Appendix 2 • MEMBERS FIRST - FREQUENTLY ASKED QUESTIONS

Q: Why did the Air Force decide to implement the new Members First discount pricing?

A: The new Members First discount pricing refocuses our efforts to further enhance the value of club membership — it rewards membership by providing discounts to our members and underscores the fact that membership has exclusivity.

Q: Why is there Members First discount pricing?

A: Air Force clubs are membership organizations. The lifeblood of a club is its membership, and two of the most important elements of club membership are exclusivity and the inherent fiscal responsibility of the membership to sustain a club. We must protect that exclusivity while focusing on membership value. The dues our members pay cover the cost of most club overhead operating expenses. It is unfair to expect our members to subsidize club use by eligible non-members by paying the same prices as the non-member. Therefore HQ USAF/ILV established mandatory discounts to be provided to club members. Eligible non-members will pay more.

Q: When does the Members First discount pricing go into effect?

A: The Members First discount pricing policy is effective 1 Oct 02 and must be fully implemented at that time. To ensure fairness to all catering customers and a smooth transition to the new policy, there is a "grandfather" provision for catering services. Any signed catering contracts that would be transacted after 1 Oct 02 must be executed at the same price or discounted price, which ever is more beneficial to the member booking the function.

Q: Who on the base is ultimately responsible for instituting Members First?

A: The ultimate responsibility rests with the Services Commander or Director. However, the appropriate flight chief and club manager are responsible for implementation and execution of the policy.

Q: Can a club offer additional member discounts?

A: Yes. The Members First discount pricing is Air Force policy and all members must receive it; however, local management may choose to offer additional/larger discounts.

Q: Can the price charged a member exceed what they were charged before Members First was implemented?

A: No, the member must receive at least the same price or less as he/she was charged prior to the implementation of the Members First discount-pricing schedule. Member's personal functions are discounted at 10% and in some instances may be slightly higher than prior to implementation.

Q: Does the Members First discount pricing apply to "other" activities operated by the club?

A: The Members First discount pricing is applicable to all clubs and club annexes. Apply the Members First discount pricing to all snack bars, pizza shops and other similar operations managed by the club regardless of their location.

Q: Is there a minimum purchase amount for applying the Members First discount?

A: Yes. Members First discounts are applicable to individual meals and other food purchases of \$4.00 or more.

Q: Does the Members First discount apply to each item or the total meal?

A: For food items the Members First discount applies to the meal not to each individual item purchased. It applies per person, per meal. Example: A member purchases four lunch meals; one for himself and one for each member of his family. The minimum lunch Members First discount pricing is \$1 per meal. That is four (4) meals times \$1 Members First discount each = \$4.00 total Members First discount.

Q: Does the Members First discount apply to family members?

A: It depends on the status of the sponsor. If the sponsor is a club member then the Members First discount applies to his/her family members.

Q: Does the Members First discount apply to "bona fide" guests?

A: Yes. Bona fide guests of a member receive the Members First discount; however, please remember that people who are eligible for membership are not "bona fide" guests. "Guests" of eligible non-members do not receive the Members First discount.

Q: Does the Members First discount apply to TDY personnel?

A: Yes, if they are active club members of another Air Force club.

Q: Can active duty military personnel who are eligible non-members participate in or be included in promotion parties in the club and receive Members First discounts?

A: Yes, however, only club members are authorized to host or book functions and to receive Members First discounts. Example: Seven captains on base are promoted to major at the same time. They want to jointly hold a Friday afternoon promotion party at the club. However, only five are club members. The five officers who are members will receive the Members First discount for their portion; however, the two who are eligible non-members must pay the full-posted price for their portion of the function and/or for their guests.

Q: Does the Members First discount apply to the lounge and bar?

A: Alcoholic beverages cannot be discounted under the Members First initiative, see AFI 34-219, Alcoholic Beverage Program. However, the Members First discount does apply to lounge food offerings.

Q: Does the Members First discount apply to community functions, such as the National Prayer Breakfast and the Black History Luncheon, held in the club?

A: Yes. The Members First discount does apply.

Q: Does the Members First discount apply to members of the spouses' clubs (Enlisted Spouses' Club, Officers Spouses' Club) whose sponsor is not a club member?

A: No. If the spouse's sponsor is an eligible non-member, the spouse will not receive the Members First discount.

Q: Does the Members First discount apply to members of other services (Army, Navy, Marine Corps and Coast Guard personnel)?

A: Yes, but only if they are active members of an Air Force club.

Q: Does the Members First discount apply to weddings?

A: Only members are authorized to book or host wedding functions in the club. Normally, the host member pays for the wedding reception and the people attending are invited guests of the member. The Members First discount for personal functions will apply. A member may not book a wedding reception on behalf of an eligible non-member.

Q: Does the Members First discount apply to Local Nationals and foreign military?

A: It depends on whether or not the Local National or foreign military are club members. If they are, then the Members First discount applies. If they are not, they do not receive the Members First discount.

Q: Does an enlisted or officers' club member receive the Members First discount when attending a function in the other club?

A: Yes. They are members of their authorized club and the Members First discount applies when attending the other club(s) on base.

Q: Do honorary members receive the Members First discount?

A: Yes. Honorary members should receive the Members First discount.

Q: When does the Members First discount pricing apply?

A: The Members First discount policy applies any time the member uses the club or any operation managed by the club.

Q: What are the typical or suggested "members only" events or functions?

A: Each Air Force club must have at least one "members only" activity at least each month. Local management designates which club activities are for "members only." Some suggestions are Friday night social hour with complimentary food, Sunday brunch, and special entertainment events.

Q: As a club employee, how do I enter the Members First discount?

A: The non-member price must be entered. A separate key on the cash register or POS will be designated for this purpose. A manual process could also be used in a rare instance where a cash register or POS is not available.

Q: Can you post member and eligible non-member prices at lunch?

A: Yes; however, the Aloha system must be set up IAW AFSVA systems guidance to record the Members First discount at the point of sale.

Q: When can a manager increase prices due to an increase in purchase price of products and services?

A: Do not increase prices for 6 months following your final Members First implementation price adjustment without MAJCOM approval. After that, prices may be adjusted as warranted.

Q: Can keg beer or alcoholic punch ordered for catered functions be discounted under Members First?

A: There is no Members First discount for any alcoholic beverages ordered as part of a catered function. Guidance for reducing alcoholic beverage prices is contained in AFI 34-219.

Q: Can an "off premise" special function be discounted under Members First?

A: It depends on what type of function it is. If it were a "personal" function, the member would receive the 10% Members First discount. If it's a "pro-rata" function, members would receive a discount, eligible non-members would not.

Q: Will I receive a Members First discount on my "total bill" if my meal included a sandwich, French fries and a glass of beer or wine?

A: Members First discounts are only offered on food and non-alcoholic beverages when the total purchase is at least \$4.00. Alcoholic beverages are not discounted under Members First.

Q: As a club employee, how do I tell my customers about the Members First discount policy?

A: There are several means of accomplishing this, i.e., press releases in the local base newspaper, preparation of a customer handout using a condensed version of these questions and answers, table tent messages, staff meetings, and special employee training focused on the new Members First discount policy, etc. It is important that the staff and members understand the basic rationale for this policy: Air Force clubs are membership organizations. The lifeblood of a club is its membership. One of the most important aspects of club membership is exclusivity. We must protect that exclusivity while focusing on membership value. The dues our members pay cover the cost of most the overhead expenses for operating the club. It is unfair to expect our members to subsidize club use by eligible non-members. Therefore, HQ USAF/ILV established mandatory Members First discounts for club members.

Q. Who is responsible for errors on party pro-rata sheets?

A: The party host and the individual who signs the catering contract are ultimately responsible for ensuring the accuracy of the information submitted on the party pro-rata sign-up sheets. Club members attending parties or special functions must receive the applicable Members First discount.

Q. Who is eligible for club membership?

A: The vast majority of those eligible for AF club membership fall into one of the following categories: active duty and reserve military assigned or attached to the installation (any branch of service), DoD civilians (including NAF employees), other federal employees working on-base, and members of US military services retired with pay. (See AFI 34-272, para 1.6 to resolve any specific questions not covered on membership eligibility.)

Q. As a club employee, how do I identify members who will receive the Members First discount?

A: Someone will have to distinguish club members from eligible non-members. Club customers may be asked politely to show their club membership card prior to payment for any goods or services.